

LABELING OF FOOD TRAYS

ALS Identify integrated the new Print & Apply Generation XPA 934 from NOVEXX Solutions

BACKGROUND

ALS Identify from Ireland, has been an official partner of NOVEXX Solutions for over 20 years and integrated one of the first XPA 93x – the new Print & Apply Generation from NOVEXX Solutions – at a company in the food industry.

The customer Batchelors is the leading producer of baked beans and peas in Ireland and has been an Irish family favorite since 1935.

Batchelors is part of the Valeo Foods Group which is a fast-growing international consumer foods business, generating annual sales of more than €1.2 billion.

THE CHALLENGE

The customer required a solution to label trays with baked beans at the end of line production, just prior to palletisation. A label with barcode and product description needed to be printed and then automatically applied to the outer case front of the tray.

The challenge was the fast cycle time with minimal space between the fast moving trays on the conveyor belt. It was particularly important that the identification system was able to provide both: perfect print of variable data and exact application at high speed.

The customer was already using a solution from NOVEXX Solutions: the Print & Apply System ALX 72x with an "up and over" mechanical front of pack applicator. It labeled the trays with beans at high speed for 20 years and it was now time to replace the system with a newer unit using latests technology.

THE SOLUTION

ALS Identify reviewed the customer's requirements and decided to integrate the XPA 93x. With its special focus on user-friendliness, and latest cutting-edge technology, it is the perfect future proof solution. In addition it offers highest quality with best price-performance ratio.

The XPA 934 was combined with a La-So (swing on) applicator for the "front of pack" application. ALS Identify adapted the La-So applicator to perfectly meet the required application speed of the customer.

By using the XPA 93x Batchelors now benefits from excellent print quality at high speeds as well as outstanding reliability. The small footprint of the XPA 93x made it easy to integrate into the existing production line. With the XPA 93x, Batchelors now also profits from easy material handling and user-friendly operation, improving machine and line uptime. Besides that the XPA93x offers the operators easy tool-free maintenance and cleaning possibilities. The innovative web interface enables the management and monitoring of the XPA 93x from practically any device by using a simple web browser.

SUMMARY & RESULTS

With the XPA 934 Print & Apply System the customer Batchelors is now able to increase its output by about 25% and is able to automatically mark up to 3000 products within an hour.

Here you can find a video of the installed system:
<https://bit.ly/3qrwpjo>

